



2016

Jane Brattain Breast Center's Be Pink initiative supports and promotes breast health, early screening and breast cancer detection for women in the Twin Cities. Jane Brattain Breast center encourages women to take charge of their breast health and be informed. **What does it mean to Be Pink?**

- Engage the breast cancer prevention cause at the local level
- Live beyond the pink ribbon
- Embrace early detection
- Get involved and spread the word
- Honor survivors

Race for the Cure/Team Moon & Staci

- Park Nicollet Jane Brattain Breast Center was the presenting sponsor of KS95's Team Moon & Staci for Race for the Cure
- Jane Brattain Breast Center's sponsorship was promoted via on-air spots/mentions and also had a digital presence, including banners, a custom microsite, social media mentions and more
- At Race for the Cure, JBBC had a branded presence, including booth space with signage and materials
- Media partnership and promotion delivered nearly three million impressions

October Awareness/Country 4 a Cause

- Park Nicollet Jane Brattain Breast Center partnered with CBS Minnesota in October to create an awareness campaign and event
- Awareness campaign components included radio, TV initiatives.
- Local businesses partnered with the Jane Brattain Breast Center to lit their buildings in pink or provide promotional discounts in support of breast cancer awareness. Promotional sales included donations to provide services to underinsured and uninsured women in the Twin Cities
- Country 4 a Cause featuring Dustin Lynch, Josh Turner, Jessie James Decker, and Drake White provided exposure to the importance of early detection mammography
- Media partnership and promotion delivered nearly five million impressions
- Corporate and Community outreach events including screening events, health fairs, and speaking engagements promoting early detection

- Partnered with 3 local women’s groups to educate women about the importance of screening mammograms and answered topical questions regarding the safety of mammography and 3D technology
- Partnered with the Hope Chest Foundation for Fillies for Hope to provide education, tours, and patient stories about the importance of early screening
- Partnered with the Pink Heals Fire Fighter group to provide awareness and education about breast cancer screening

BePink Campaign Results

Park Nicollet Health Services Screening Mammography volumes increased by almost 20% in the month of October during the BePink Campaign compared to September 2016. Screening mammography was up at all Park Nicollet sites beginning with our push in October through the rest of the 2016 year. Diagnostic screenings remained stable during this time but 3D screening services increased by almost 16%. Additional hours were added to meet the demand for 2D screenings, diagnostic services and 3D screenings.

